Transport for London
London Underground

Corporate identity

Advertising guidelines

MAYOR OF LONDON

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Transport for London (TfL) produces a wide range of advertising material, much of which is endorsed by its public transport networks or other operating units. Design guidelines have been created to encompass this range of material and are set out on the pages which follow.

With over 4 million passengers every day, Transport for London runs one of the busiest and most complex transportation systems in the world.

The objective of these guidelines is to provide an efficient and cost effective method for those commissioning or designing TfL material to create a range of publications that are coherent, well coordinated and of high graphic standard. There is sufficient flexibility within the guidelines for operating units to retain their individuality whilst remaining part of a consistent overall system.

Charles Monheim
Director, Customer Relations

Contents

Basic elements

Introduction

This section gives guidance on the basic elements that make up the London Underground Advertising guidelines The information covered includes the use of the corporate typeface, roundels and logotypes.

More detailed information can be found in the London Underground Basic elements and the London Underground Desktop publishing standards.

Corporate typeface

London Underground's primary typeface is New Johnston Medium, upper and lower case. It is one of the family of New Johnston typefaces owned exclusively by TfL.

New Johnston		
ABCDEFGHI JKLMNOPQR STUVWZYZ abcdefghijklm nopqrstuvwxyz 1234567890% (,.-:;!?_){“”,.} [+-=/@£$^&*] ÅÁÂËÈÉÎÍÌÏ ÓÔÒØŒÙÛÇ àäâèëêìíî òóöôøùúûü	It is a requirement that body text is to be set at a minimum of 12pt in New Johnston Book. Headings and sub headings should be set in New Johnston Medium. Italics and bold are only to be used for emphasis and short phrases.	New Johnston Light *New Johnston Light Italic* New Johnston Book *New Johnston Book Italic* **New Johnston Book Bold** ***New Johnston Book Bold Italic*** **New Johnston Medium** ***New Johnston Medium Italic*** **New Johnston Bold** ***New Johnston Bold Italic***

Ab

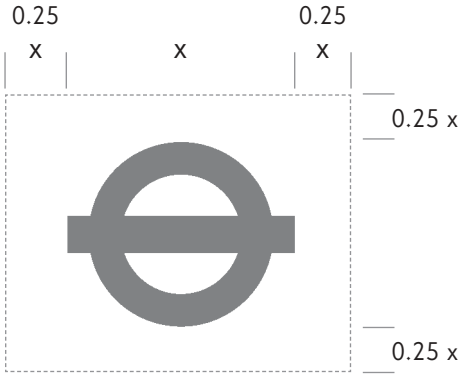
New Johnston

Roundel

This page shows the London Underground roundel.

For detailed guidance on the correct use of this roundel and for master references, refer to the London Underground Basic elements standards.

To ensure clarity and impact when producing a roundel, no other graphic elements should be placed within an area equivalent to 0.25 its width (x) all around it. This exclusion zone is indicated here by the dotted box around the grey roundel.



London Underground

Strapline/roundel relationship

On some advertising material a strapline will be displayed alongside the roundel in the following relationship:-

Size

The capital letter height of the strapline should measure the same as the depth of the roundel bar.

Position

The capital letter height of the strapline should be centred vertically with the bar of the roundel as shown.

Horizontally, the distance between the strapline and the roundel is equal to half the width of the roundel, measured across its bar.

Size relationship and relative position - vertical

Capital letter height equals depth of bar
Capital letter height centred vertically on bar

Relative position - horizontal

Distance equals half roundel width

Mayor of London/roundel relationship

On all printed material, the Mayoral endorsement should be displayed in a fixed proportion to the roundel as shown.

Size

The capital letter height of the 'MAYOR OF LONDON' logotype should measure the same as the depth of the roundel bar. It is to be displayed in New Johnston Bold, all upper case.

When the roundel is less than 14mm wide, then please contact TfL Corporate Design for advice on sizing the 'MAYOR OF LONDON' logotype.

Position

The capital-letter height of the Mayor's endorsement should be aligned vertically with the roundel. Horizontally, the minimum distance between the Mayor's endorsement and the roundel is equal to half the width of the roundel, measured across its bar. Ideally it should be greater than this and the Mayor's endorsement should be ranged left with the left hand margin of any layout.

Space constraints

Where horizontal space is tight, please contact TfL Corporate Design for advice.

Colour

The Mayor's endorsement should appear in Corporate blue except for the last two letters 'ON'. These use either Corporate red (TfL and its direct subsidiaries) or the roundel-ring colour of the individual business units.

With single colour professional outputs the 'ON' is to be reproduced at a 50% tint. On locally printed material (laser printers etc) the 'ON' is to be the same colour as the 'MAYOR OF LOND' (100%).

When reversed out of a dark background the 'ON' is to be in an appropriate second colour.

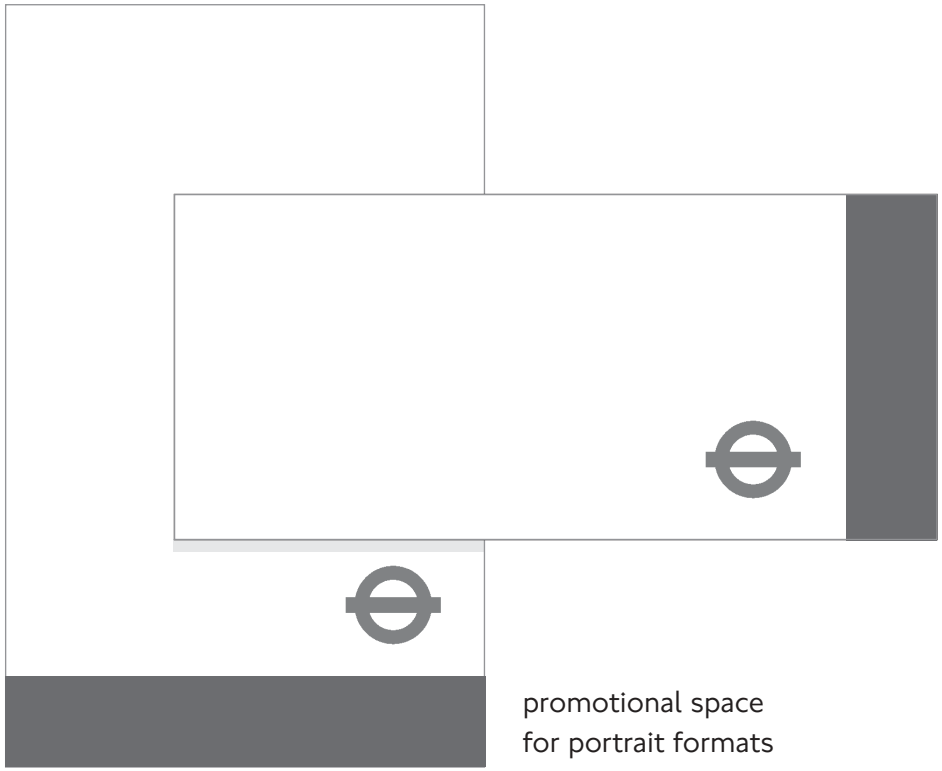
Sponsorship and endorsements

Some advertising relating to TfL and its operating units is sponsored by outside organisations. To acknowledge this fact, publications carry the sponsor's visual identity. This can be done in two ways, as illustrated here and on the next page.

First approach

The first is to set aside an area of a poster or booklet cover to be used as an advertisement by the sponsor. For most applications the area will be positioned at the bottom of any given format. For landscape formats such as bus panels, it is more practical to use one end of the display rather than a strip along the bottom. Whichever position is used, the background colour of the sponsor's panel should contrast with that of the main poster.

Do not apply the sponsor's identity as a panel surrounded by the background of the main poster or break up its shape so that the two areas become confused.



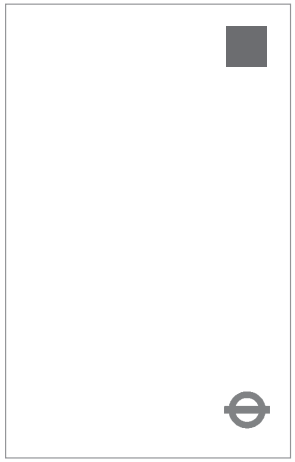
promotional space for landscape formats

promotional space for portrait formats

Sponsorship and endorsements continued

Second approach

The second method of displaying the sponsor's visual identity is to position a logotype or simple endorsement in the top right corner of a poster or cover. This is useful when it is not possible or appropriate to set aside a larger area for an advertisement (eg on information posters where space is tight). The size of the sponsor's identity must not exceed that of a roundel. Details of the proportional relationship between the two elements are shown on the right.



Sponsor's identity

Relative size of a sponsor's identity

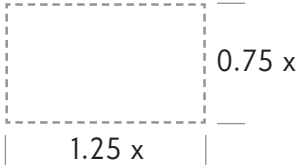
Where an item needs to display the visual identity of a sponsor as well as the appropriate roundel, the sponsor's visual identity must not dominate the network roundels or appear in a size larger than the areas specified here.

Once again the calculation is based on the width of a roundel. According to the shape of the sponsors visual identity, it can be accommodated in one of the three formats shown here.

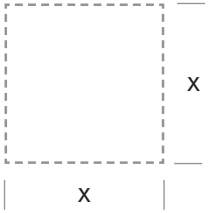
The sponsors visual identity must appear in the top right corner of any given format. It must not be placed close to the network endorsements.

This method of displaying a sponsor's identity and the one described on the previous page are alternatives; they should not both be used on the same publication.

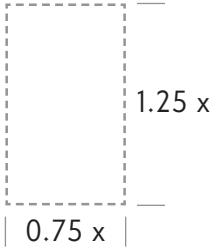
Landscape format



Square or circular format



Portrait format



Multiple endorsements

Multi-modal roundel

The business unit roundel displayed is determined by the message being conveyed. Only one roundel should ever be displayed. If the message conveyed relates to more than one business unit within TfL then the all blue roundel, representing multi-modal travel, is to be used instead of individual business unit roundels. Please refer to the TfL Information and publicity standards for detailed guidance.

Rail symbol

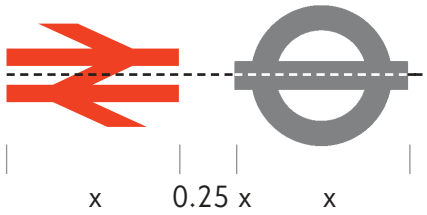
It is also often necessary to include the National Rail symbol alongside a roundel. As shown on the right, the Rail symbol is sized by its width and should be displayed at the same width as a roundel and be centred vertically with it. Its exclusion zone is also the same as a roundel.

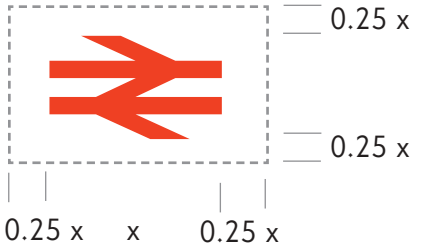
Other identities

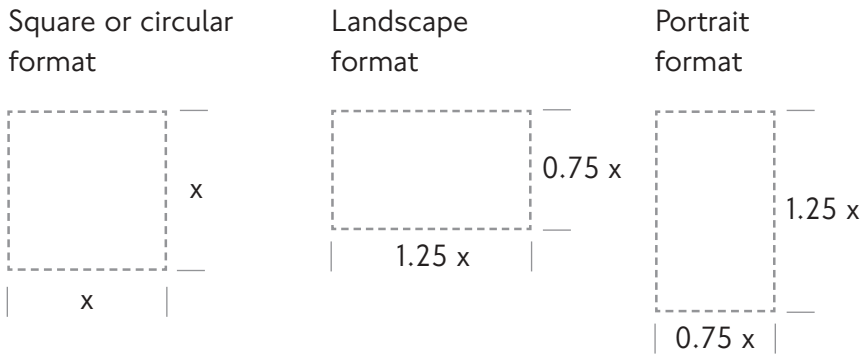
If another identity is also used to endorse a poster, it too must be of equal width to the roundel. If the non-TfL identity looks unbalanced when displayed at roundel- width size then it may be sized using the formulae shown here according to its overall proportion.

Logos that look uneasy to the eye after using the appropriate formula, because they are too wide or too tall, need to be scaled visually. With such an occurrence, guidance should be sought from TfL Corporate Design.

A minimum of 0.25x should be left between each logo/roundel.







Colours

London Underground colours

This page identifies the London Underground colours.

These colours refer to colour reproduction using the Pantone Matching System on coated or uncoated paper.

For colour conversion to CMYK, RGB, websafe and NCS values please refer to the TfL and London Underground Colour standards.

London Underground

PANTONE® 485C

Corporate blue

PANTONE® 072C

London Travel Information

PANTONE® 430C

072C

Textphone

PANTONE® 235C

072C

Endorsement principles

Introduction

In this section, the basic principles of how endorsements may be positioned are illustrated once on a Double Royal poster and again on a bus interior panel.

These two formats illustrate portrait and landscape layouts and show how the endorsement elements described earlier might be used on advertisements in these formats.

The rules given in the previous section governing the correct use and proportional relationships of roundels, logotypes and straplines must be followed.

Their precise positioning, however, can vary according to the content and graphic style of individual advertisements or campaigns.

In Section 3, there are further layout guides covering the main advertising formats used by London Underground.

Endorsement principles continued

Minimum branding

The minimum branding to be displayed on all advertising is as follows:

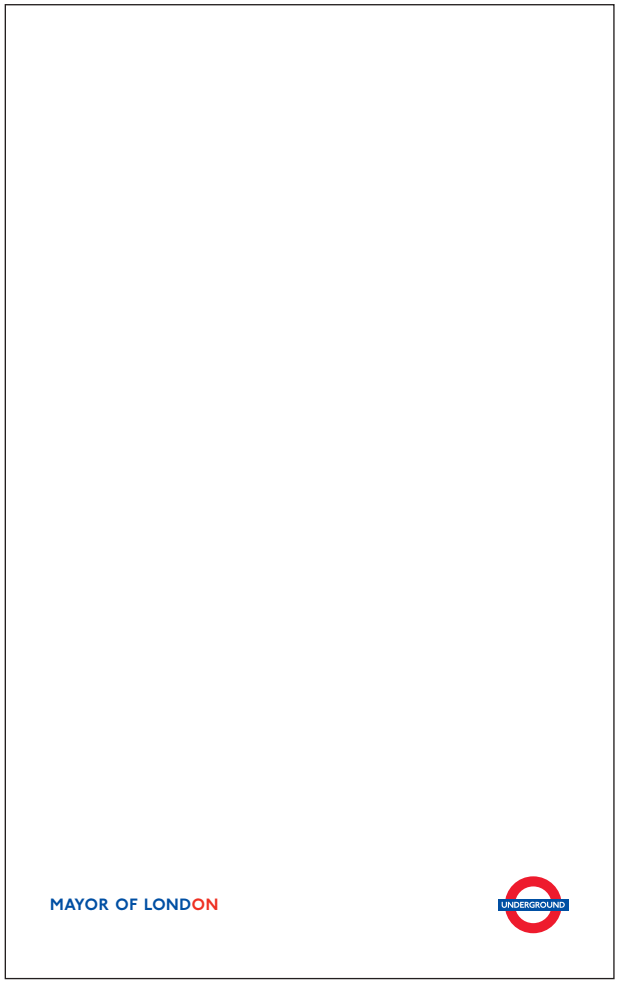
Roundel

The London Underground roundel or for multi-modal advertising, the TfL roundel. Please refer to the TfL Information and publicity standards for detailed guidance.

The Mayor of London endorsement

This should be displayed in full on a single line. Where space constraints make it impossible, please contact TfL Corporate Design.

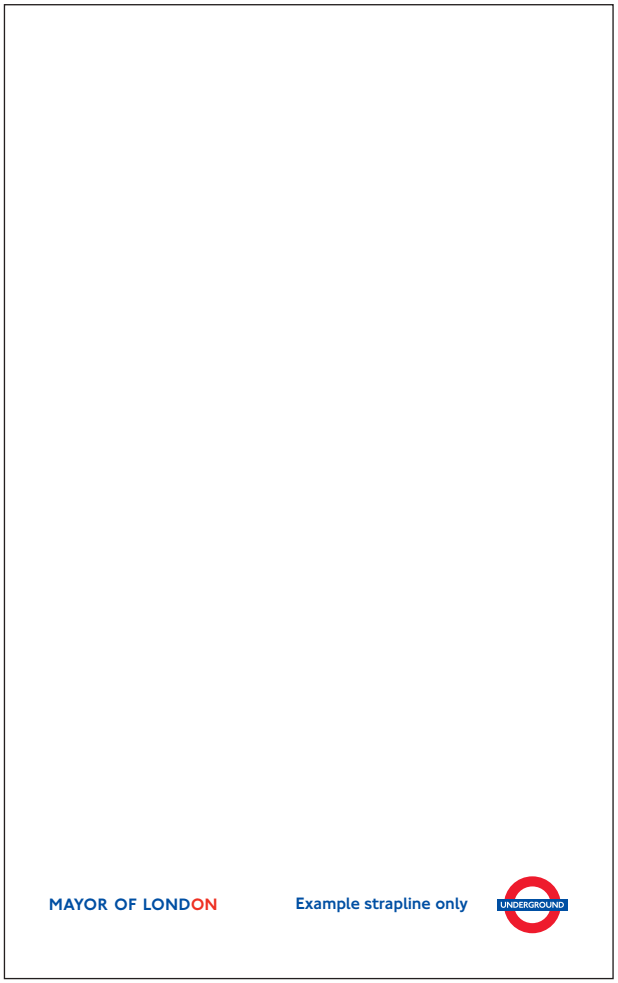
See pages 1.5 and 1.7 for size and position relationships of the above elements.



Endorsement principles continued

Double Royal poster examples Versions A and B

635mm x 1016mm
Roundel size: 70mm wide



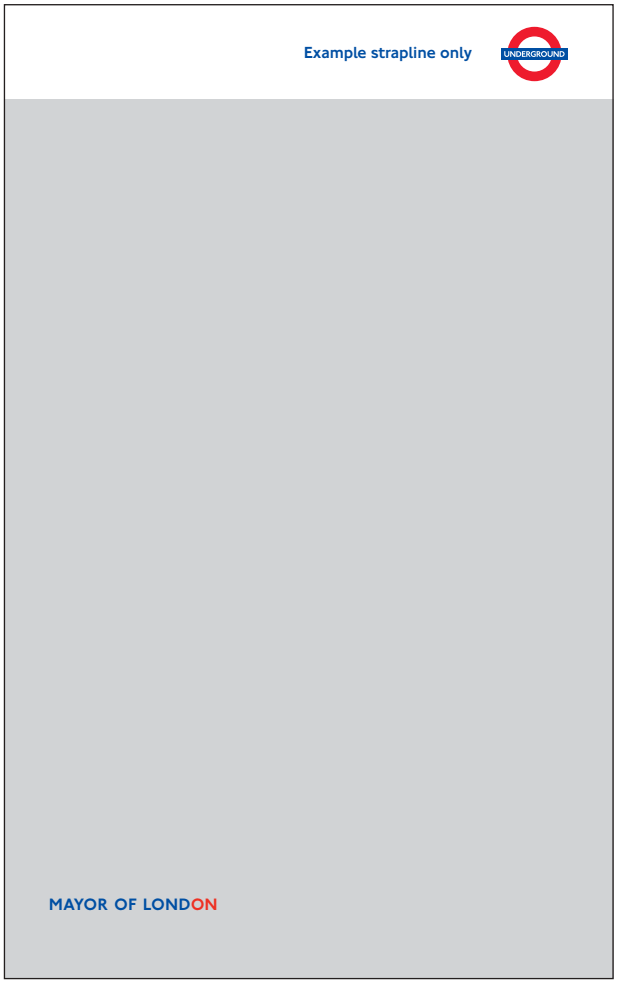
A. Standard endorsement layout

B. Standard layout adaptation bleeding off on three sides

Endorsement principles continued

Double Royal poster examples Version C

635mm x 1016mm
Roundel size: 70mm wide

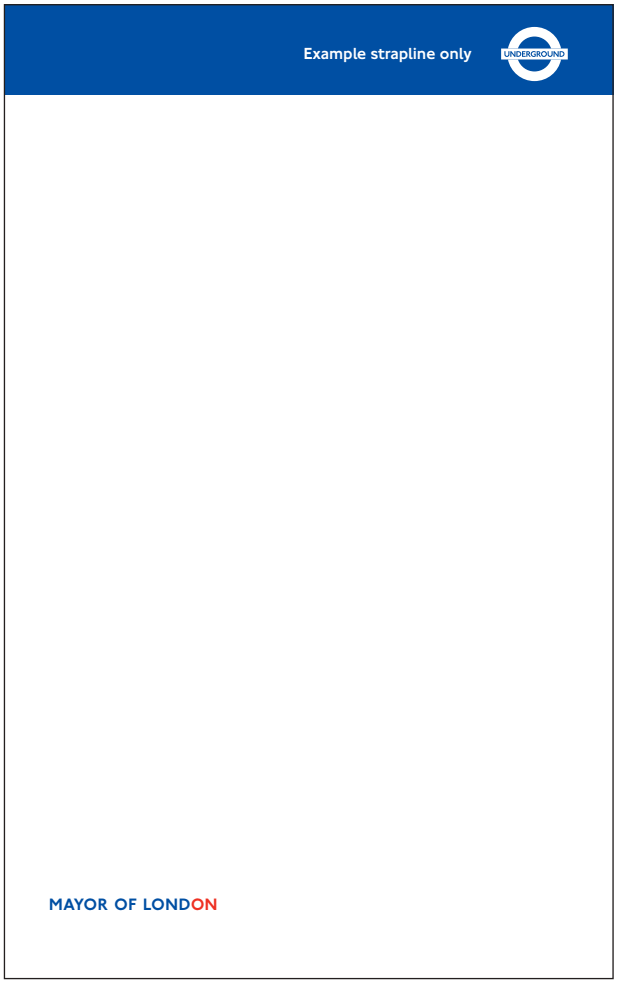


C. Layout with the roundel moved to the top of the poster and the image area bleeding off on three sides

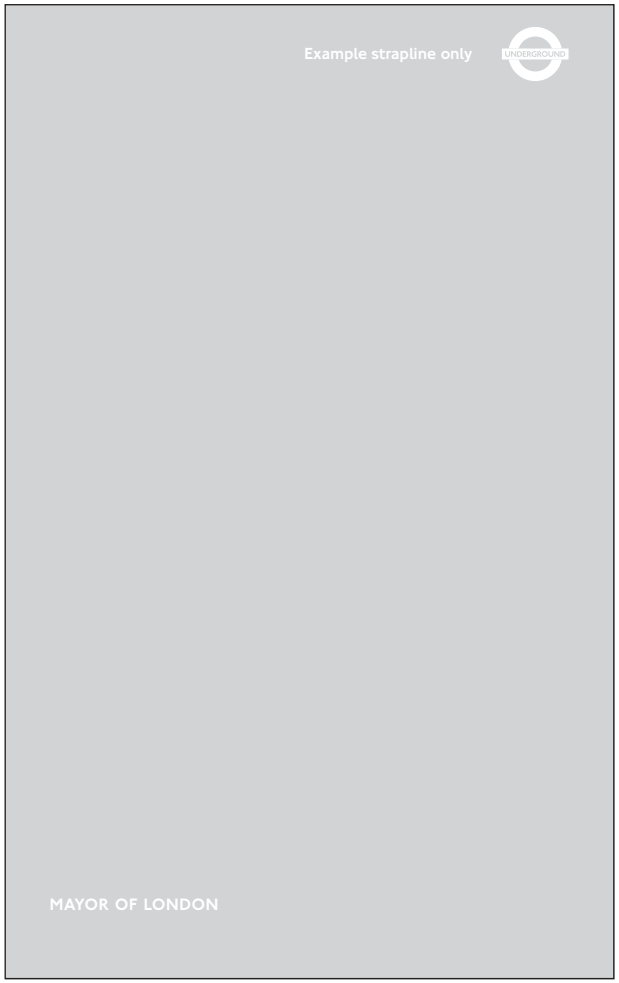
Endorsement principles continued

Double Royal poster examples Versions D and E

635mm x 1016mm
Roundel size: 70mm wide



D. Layout with the roundel incorporated in a header strip and reversed out in white

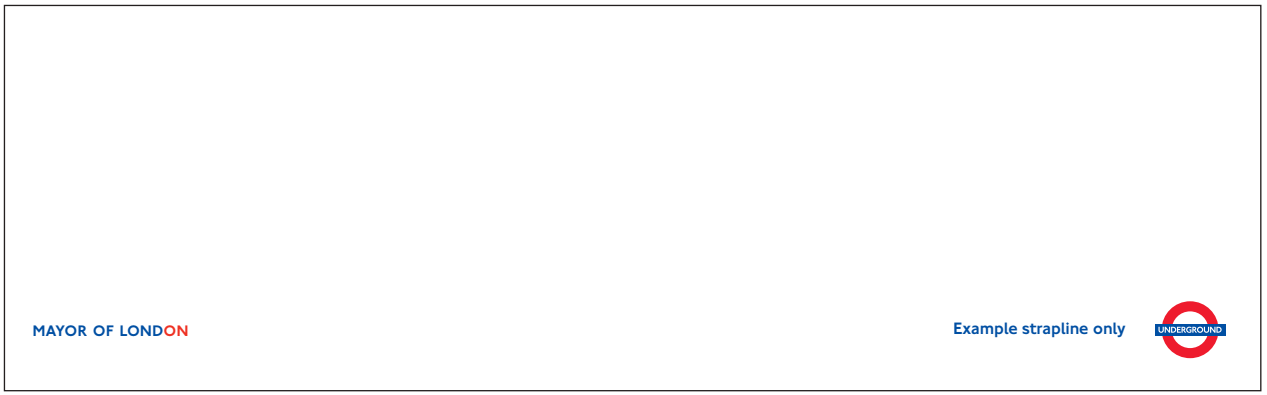


E. Layout with the roundel and the Mayor's endorsement reversed out of the image area of the poster

Endorsement principles continued

Bus interior panel examples
Version F

660mm x 203mm
Roundel size: 35mm wide



F. The standard endorsement layout

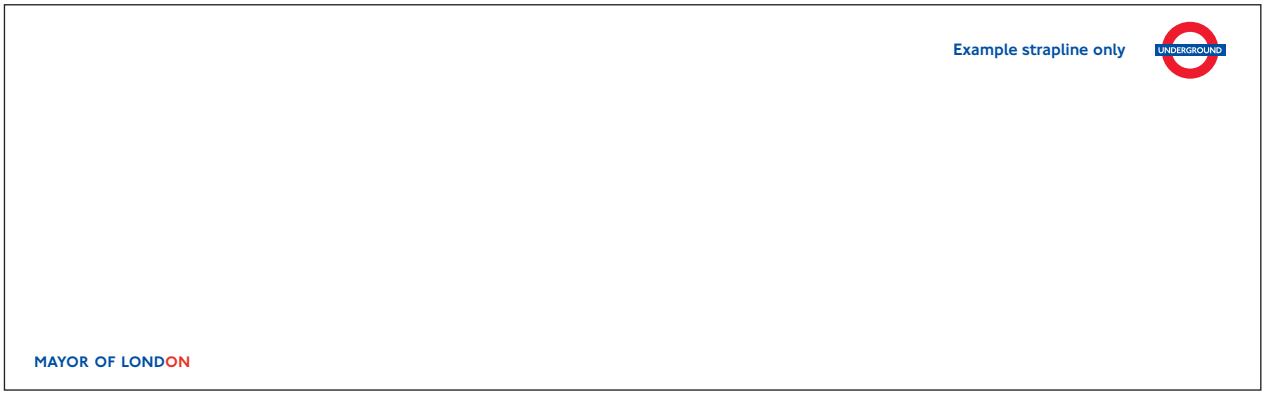
Endorsement principles continued

Bus interior panel examples
Versions C and D

660mm x 203mm
Roundel size: 35mm wide

C. (Top) Business unit layout with the roundel and strapline contained in the header strip. To achieve this, the depth of the header strip will need to be increased.

D. (Bottom) Version of C, but with no header strip and the Mayor's endorsement placed at the foot.



Layout examples

Introduction

On the pages that follow are examples of how the endorsement elements might be placed on London Underground's most commonly-used advertising formats.

The TfL logotype, sample roundel, strapline and Mayor's endorsement are shown in suggested positions on each one.

Their proportions relative to each other should be as specified in Section 1 of this document and their exclusion areas must be observed. However, their precise positioning may vary according to the needs of individual advertisements or campaigns.

The illustrations in this section are for guidance only and are not an exhaustive list of all possible endorsement positions. The examples in the previous section should be used as a guide to further possibilities on each format.

If you have any queries or require further guidance, please contact TfL Corporate Design.

Layout example continued

96-sheet poster

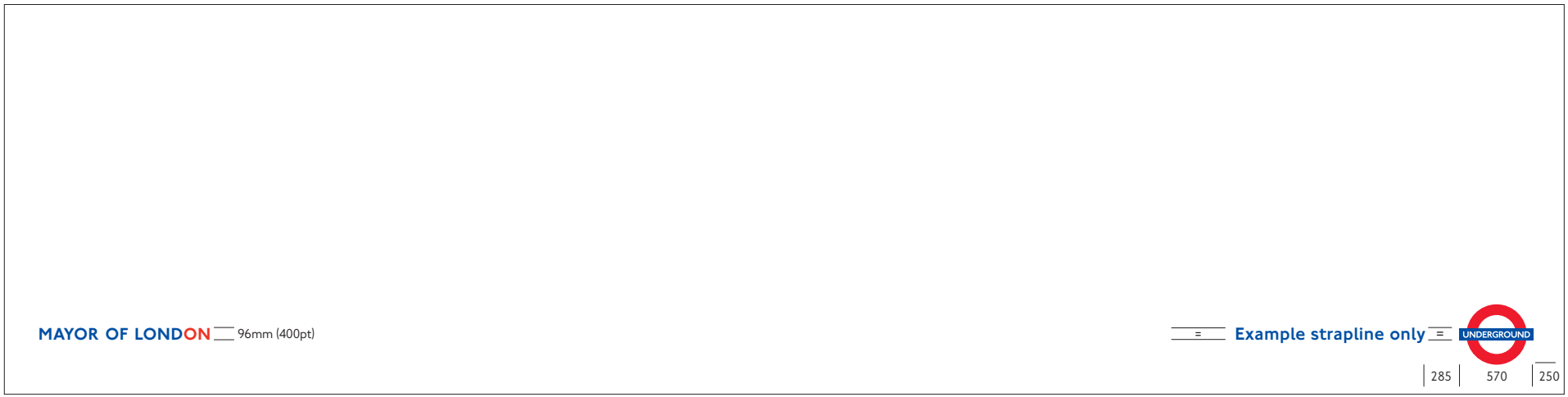
12192mm x 3048mm
Roundel size guide: 570mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 285mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

48-sheet poster

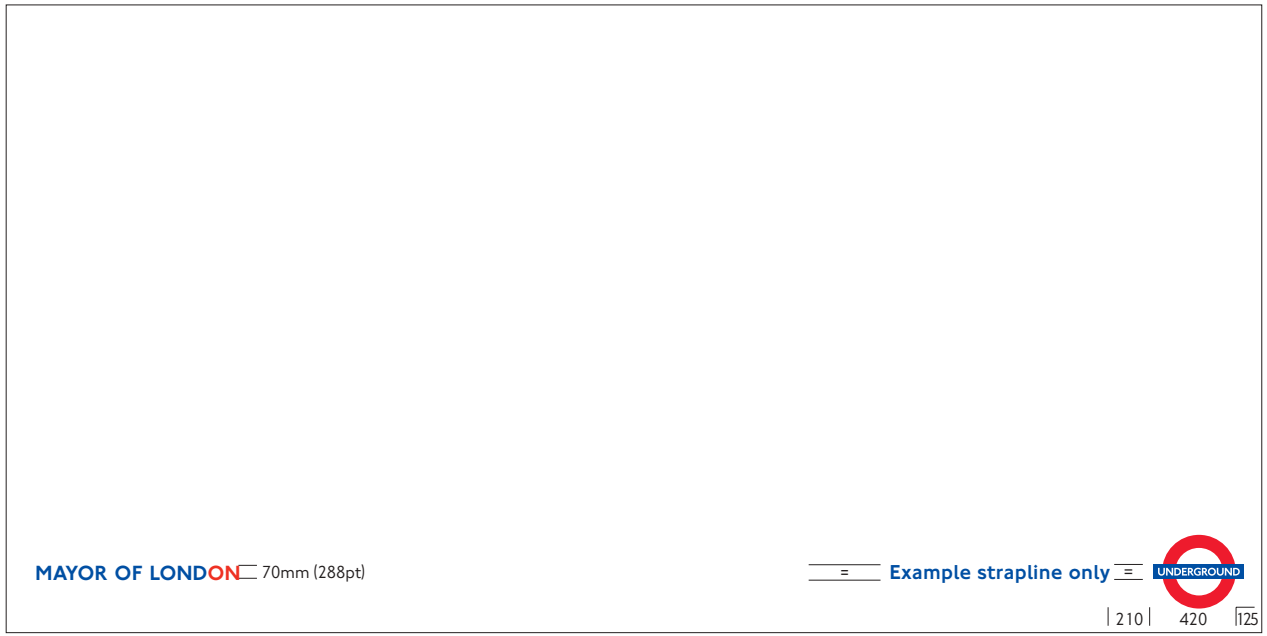
6096mm x 3048mm
Roundel size guide: 420mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 210mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

16-sheet poster

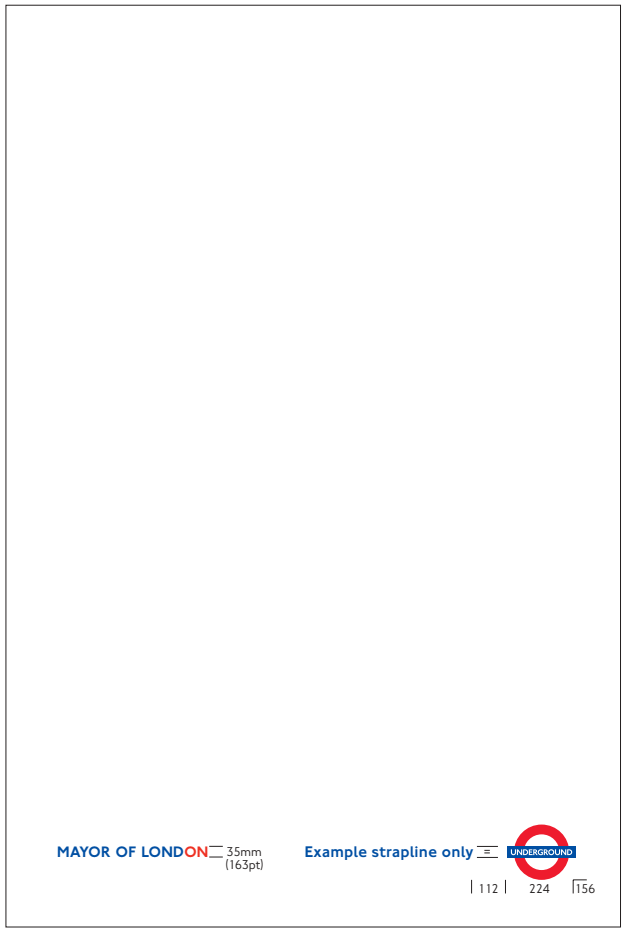
3048mm x 2032mm
Roundel size guide: 224mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 112mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

Bus T-side poster

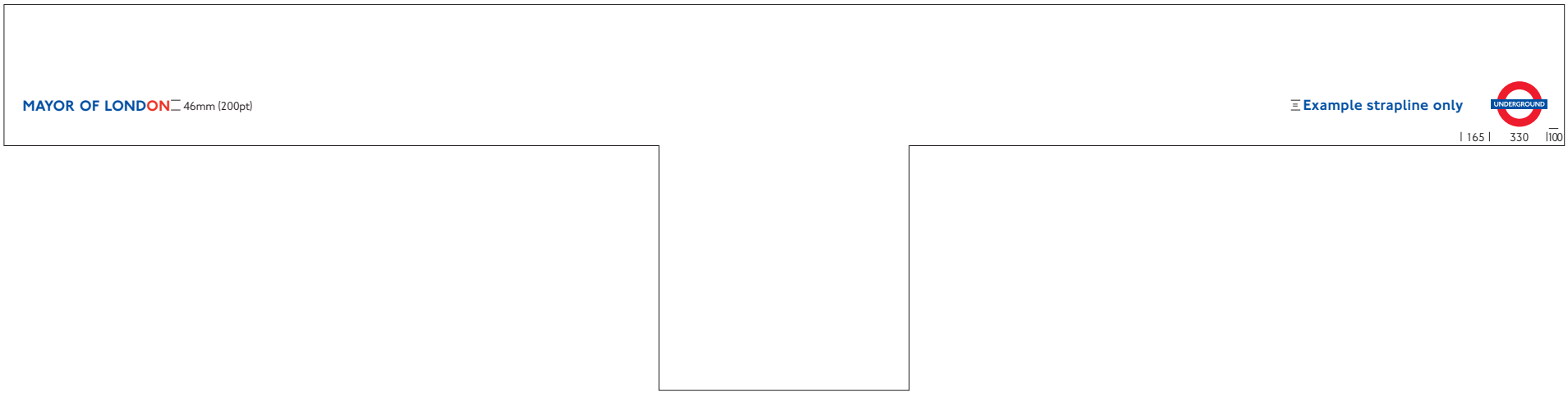
7274mm x 1801mm
Roundel size guide: 330mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 165mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

Bus L-side poster

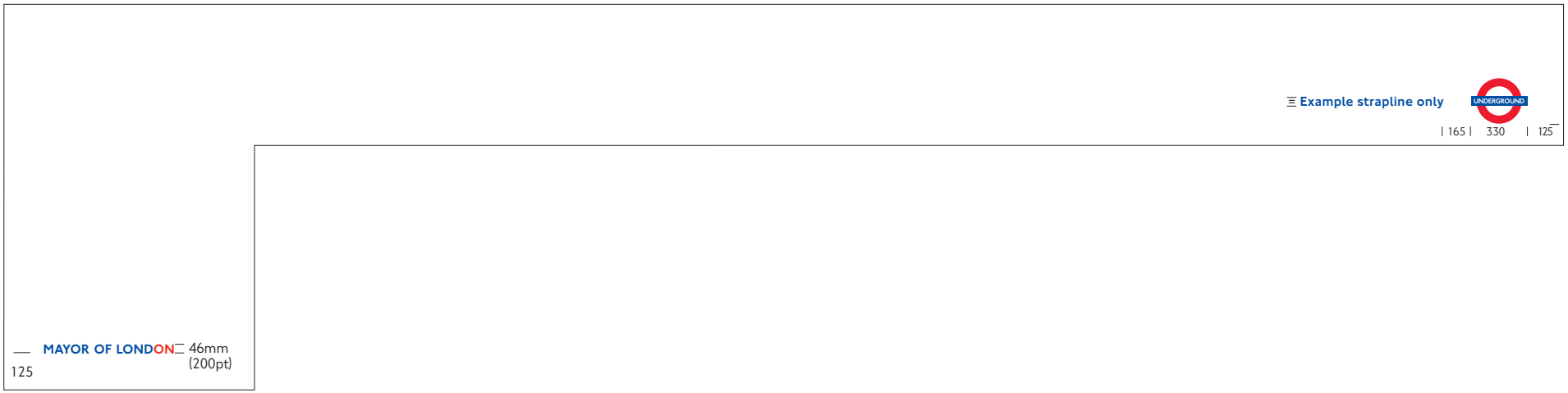
7274mm x 1801mm
Roundel size guide: 330mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 165mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

Bus double-deck side poster

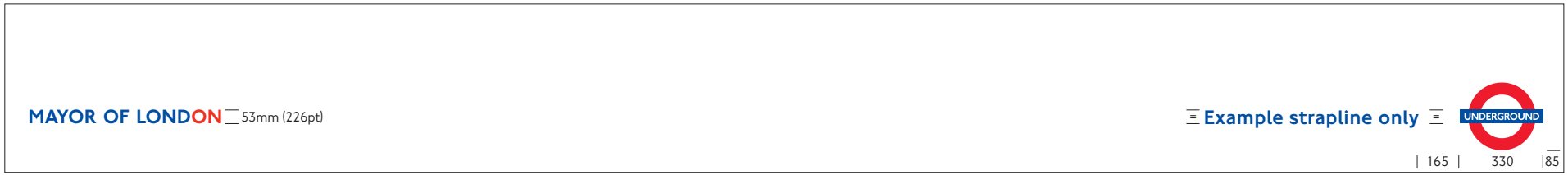
6108mm x 658mm
Roundel size guide: 330mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 165mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

Bus upper and lower rear posters

1217mm x 455mm
Roundel size guide: 115mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 57.5mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.

Layout examples continued

6-sheet poster

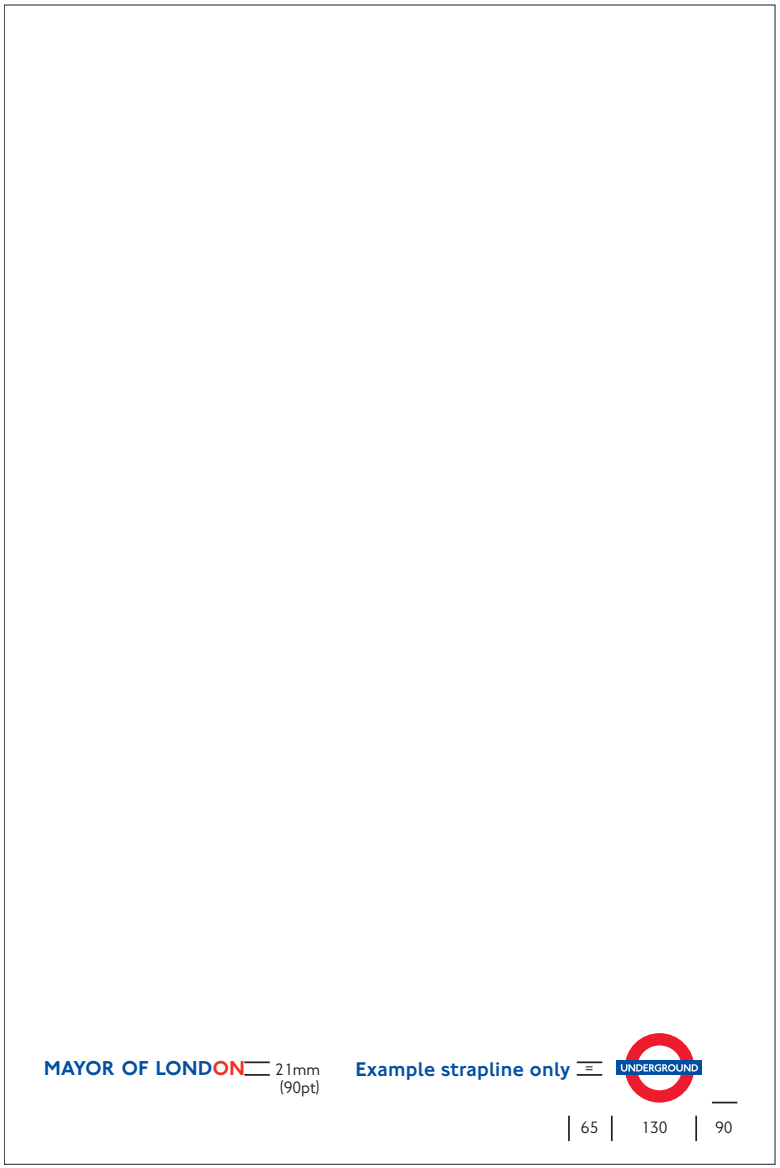
1190mm x 1790mm
Roundel size guide: 130mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 65mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

4-sheet poster

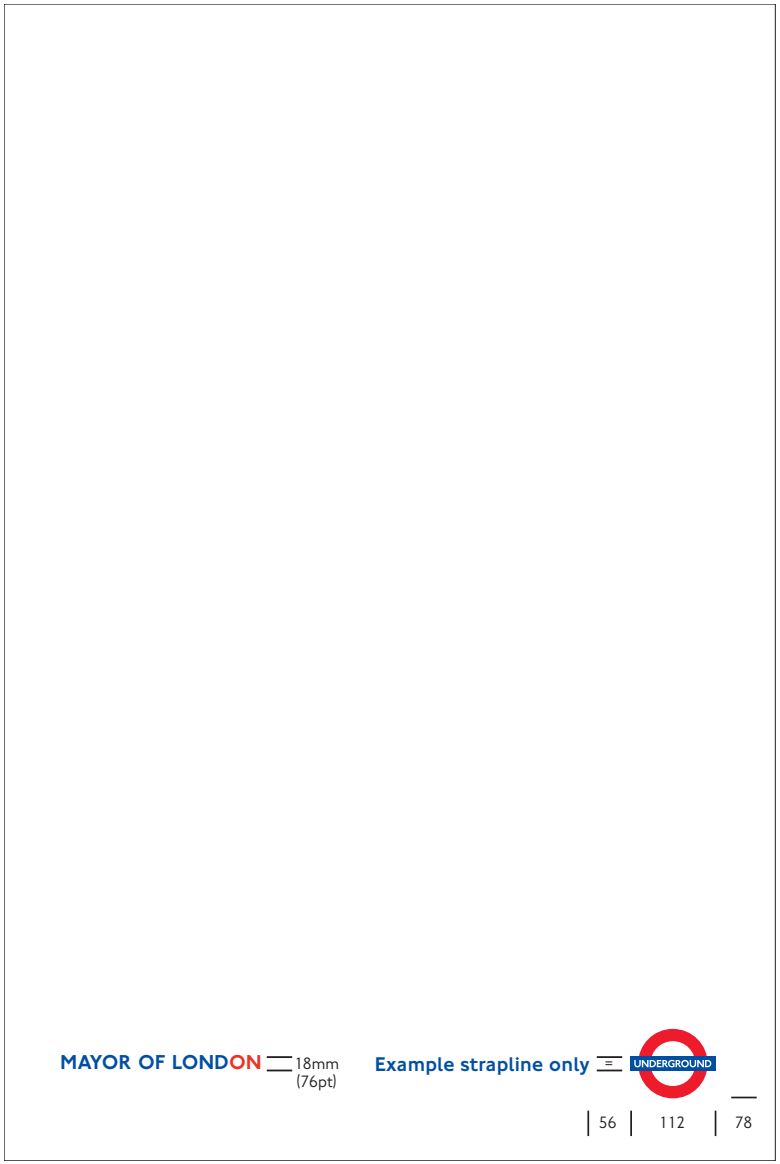
1016mm x 1524mm
Roundel size guide: 112mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 56mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

Double Royal poster

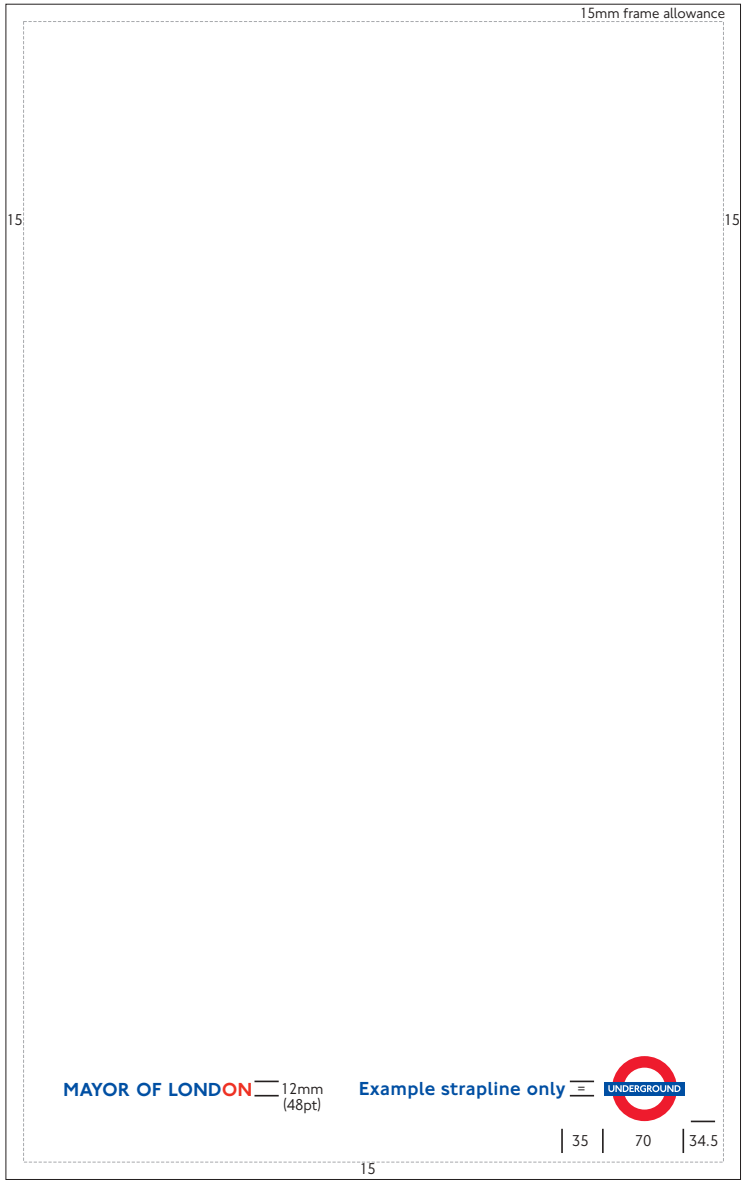
635mm x 1016mm
Roundel size guide:70mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 35mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

Quad Royal poster

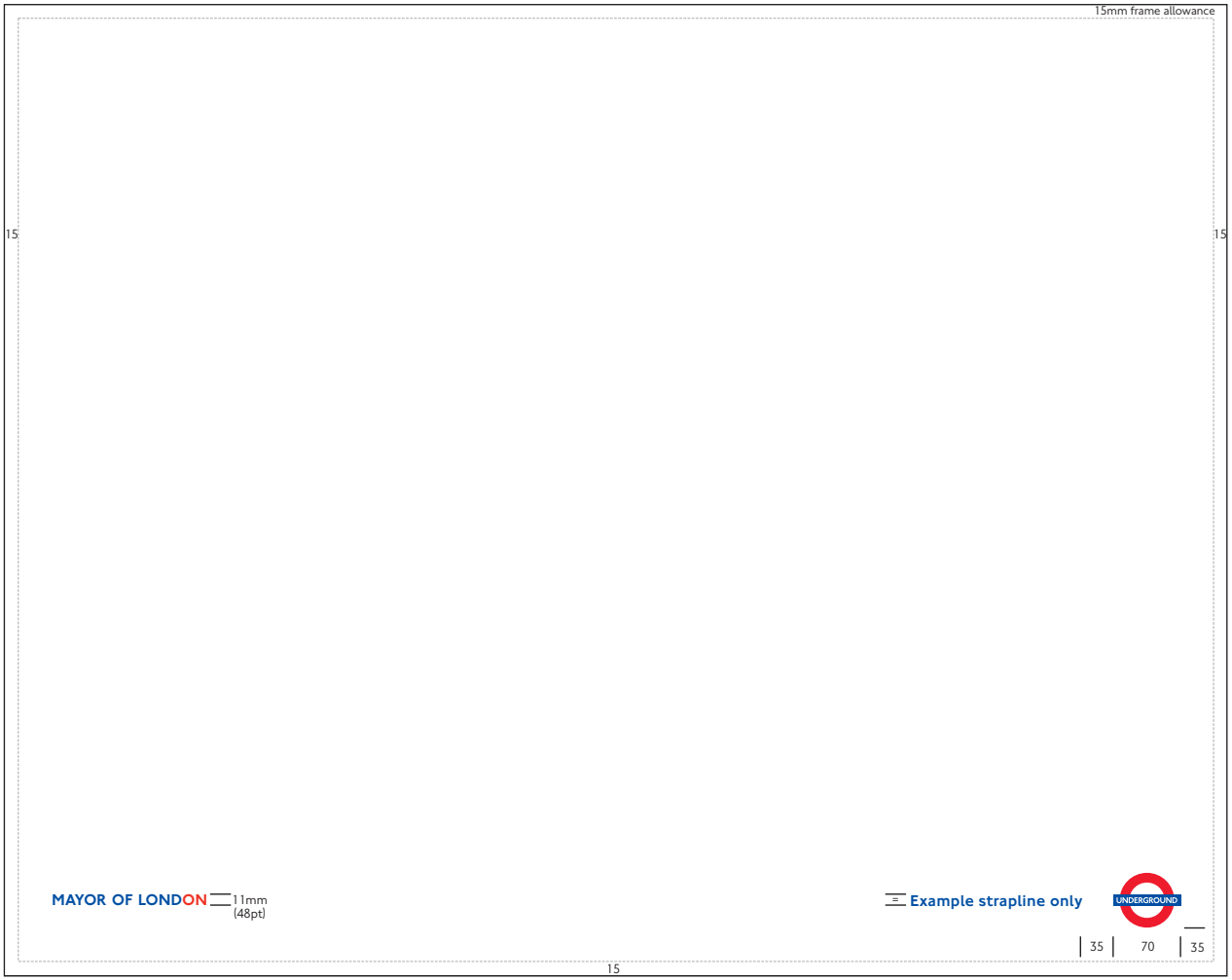
1270mm x 1016mm
Roundel size guide: 70mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 35mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

Double Crown poster

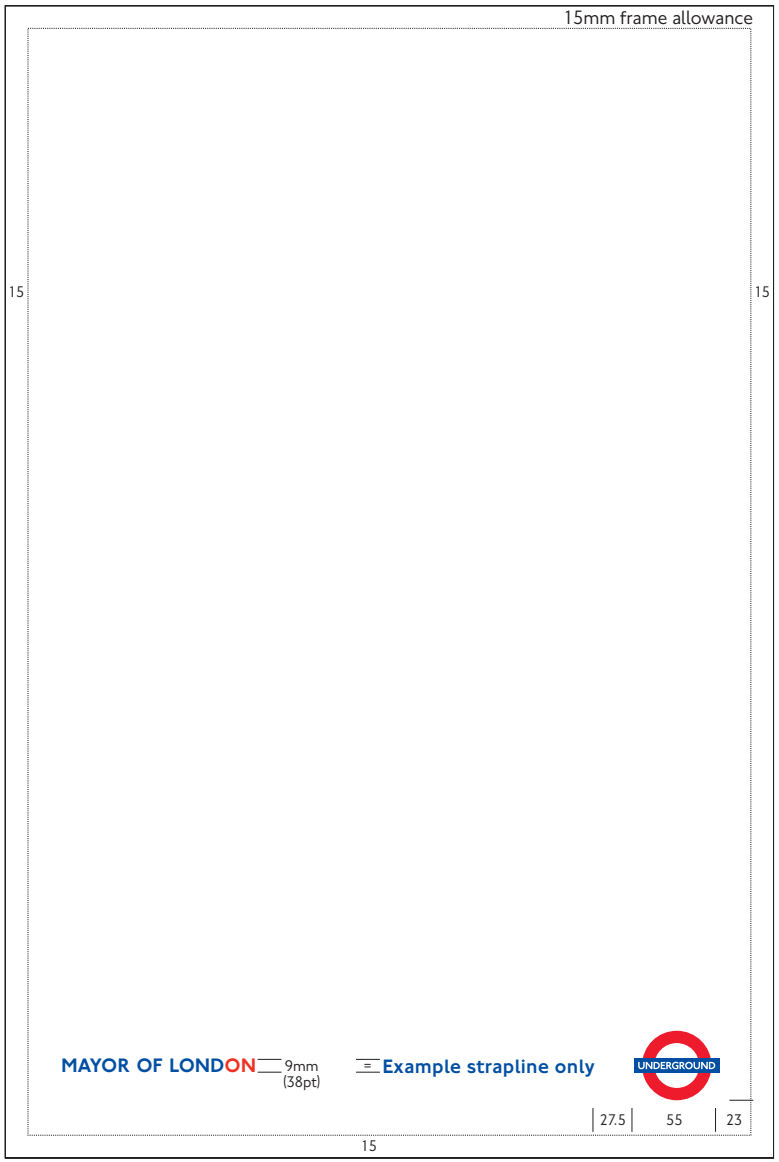
508mm x 762mm
Roundel size guide: 55mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 27.5mm

Note

The positioning of the elements here is a guide only. They may be moved to suit different layouts, but their relative sizes and positions must follow the guidance given in Section 1 of this document.



Layout examples continued

Escalator panel poster

419mm x 572mm
Roundel size guide: 40mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 20mm

Note

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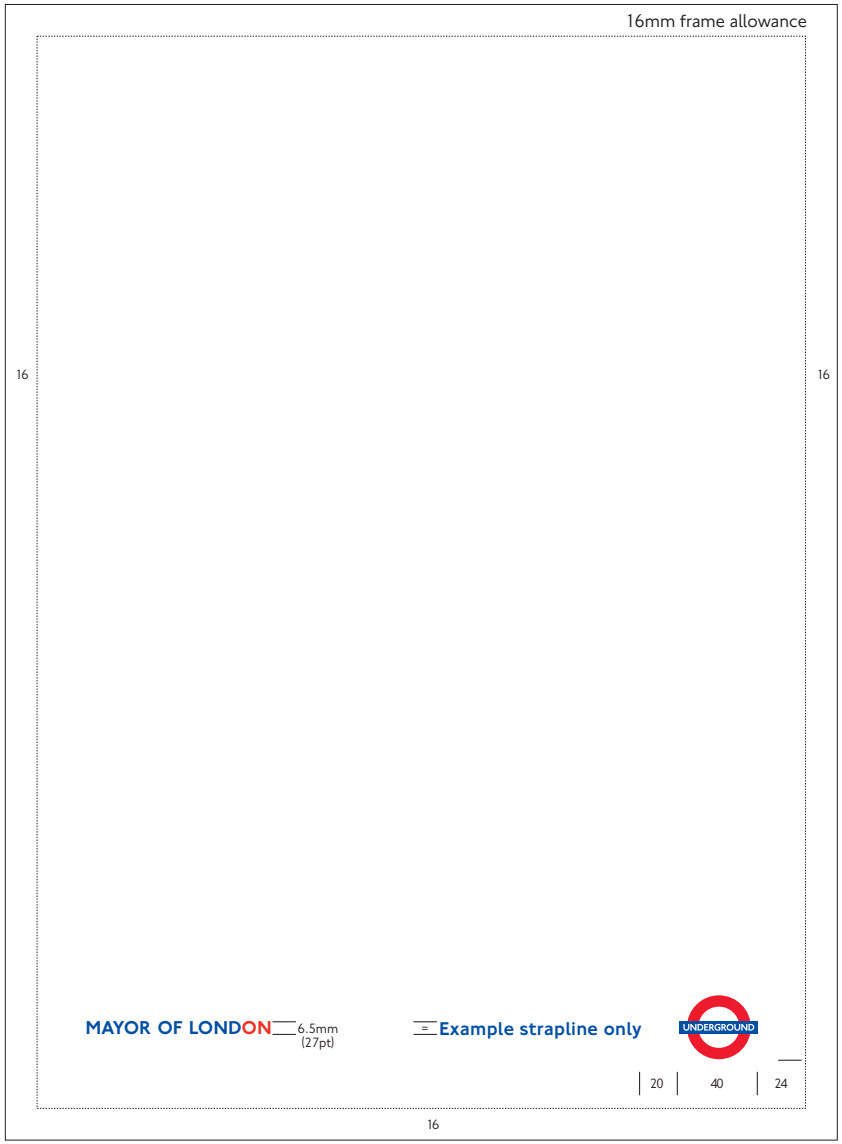

Layout examples continued

Car end panel poster

277mm x 429mm
Roundel size guide: 25mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 12.5mm

Note

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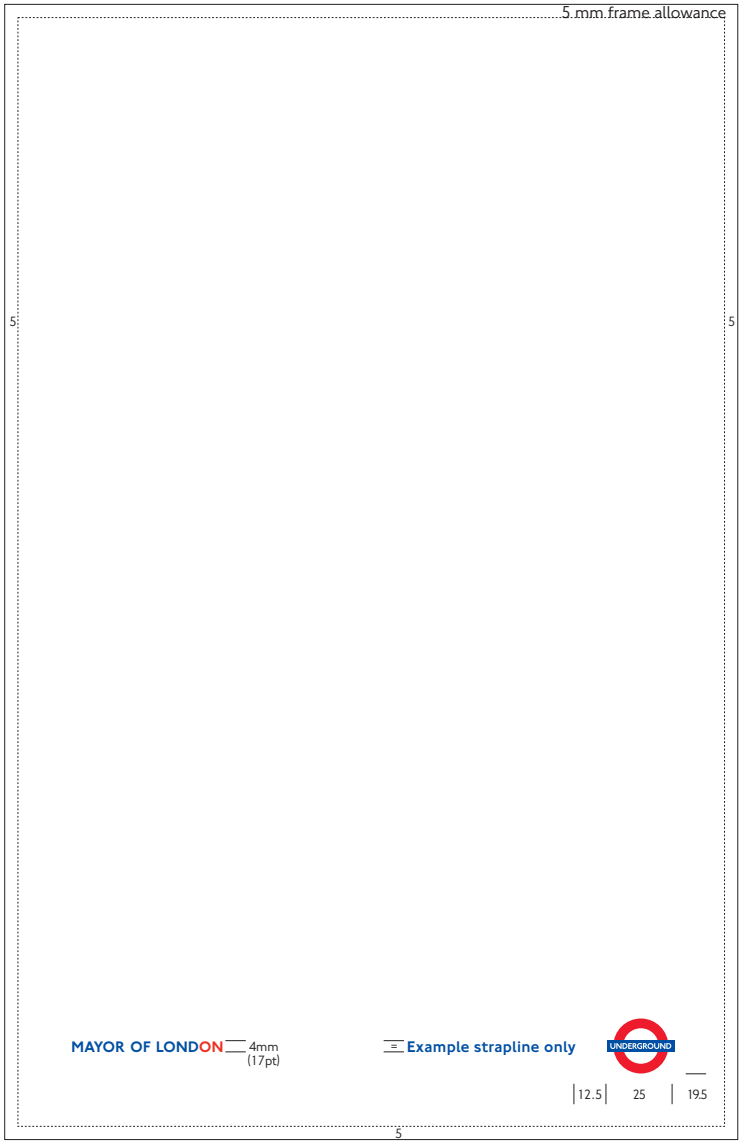

Layout examples continued

A3 poster

297mm x 420mm
Roundel size guide: 25mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 12.5mm

Note

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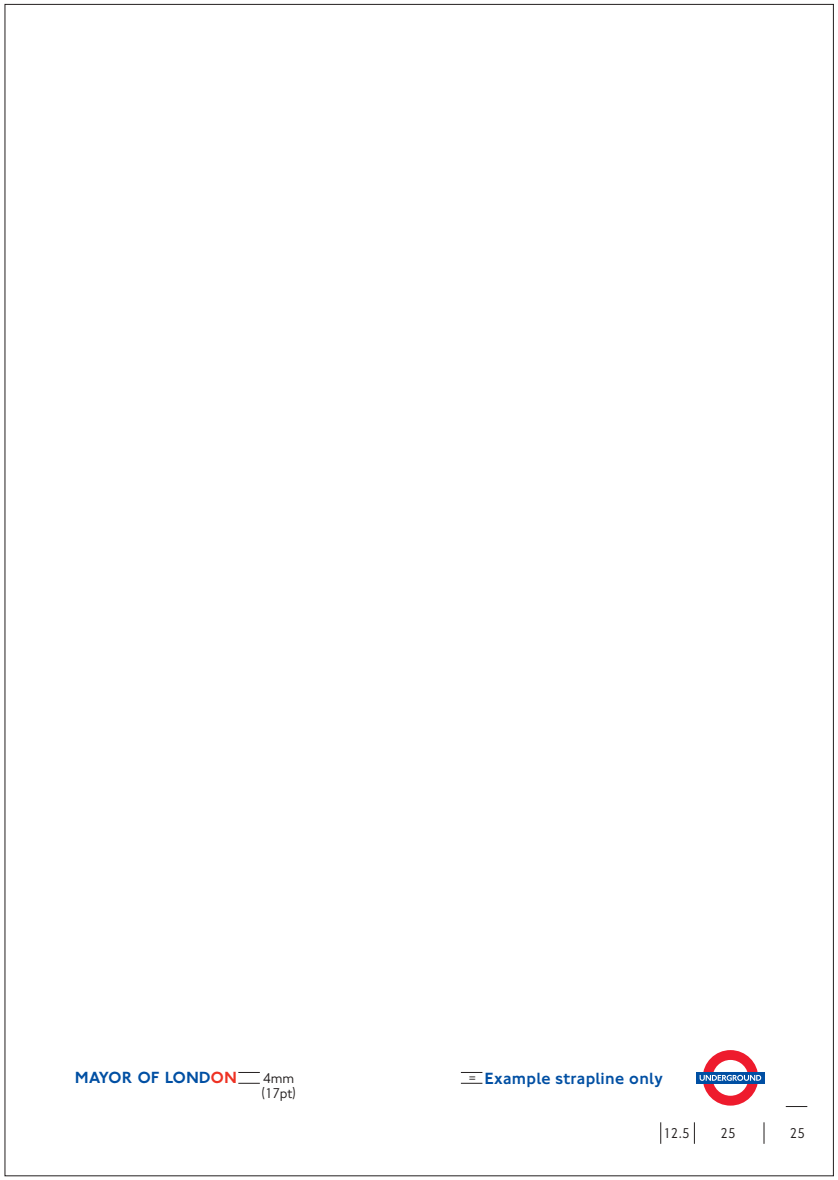

Layout examples continued

Bus interior panel 26 x 8

660mm x 203mm
Roundel size guide: 35mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 17.5mm

Note

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Layout examples continued

Underground/bus interior panel 24 x11

609mm x 279mm
Roundel size guide: 35mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 17.5mm

Note

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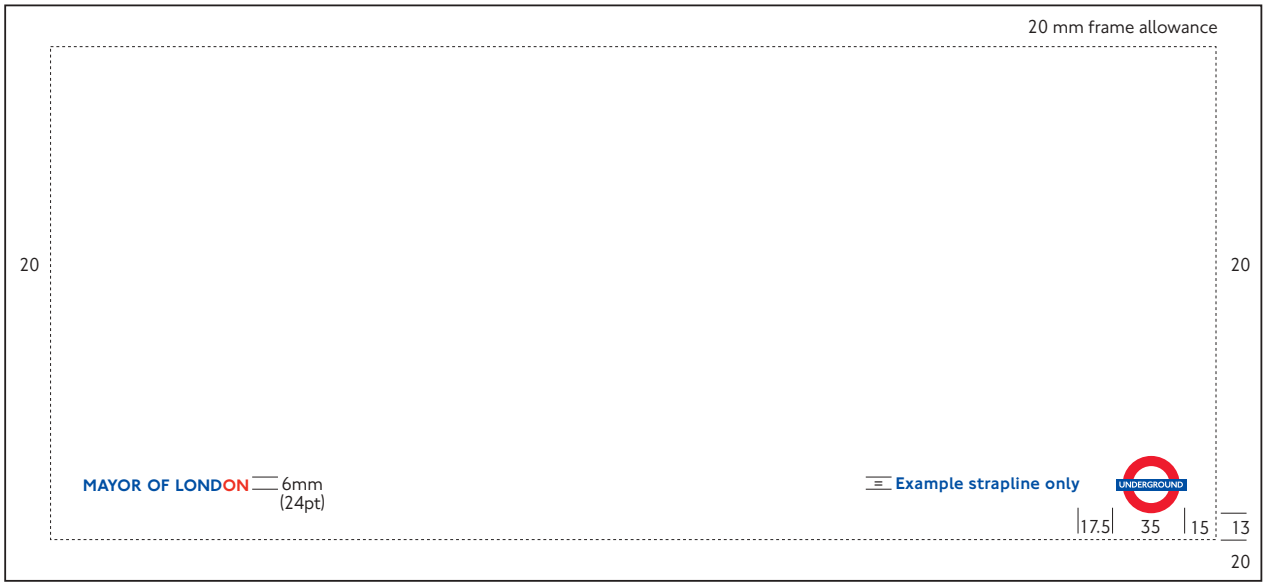

Layout examples continued

A4 poster

210mm x 297mm
Roundel size guide: 20mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 10mm

Note

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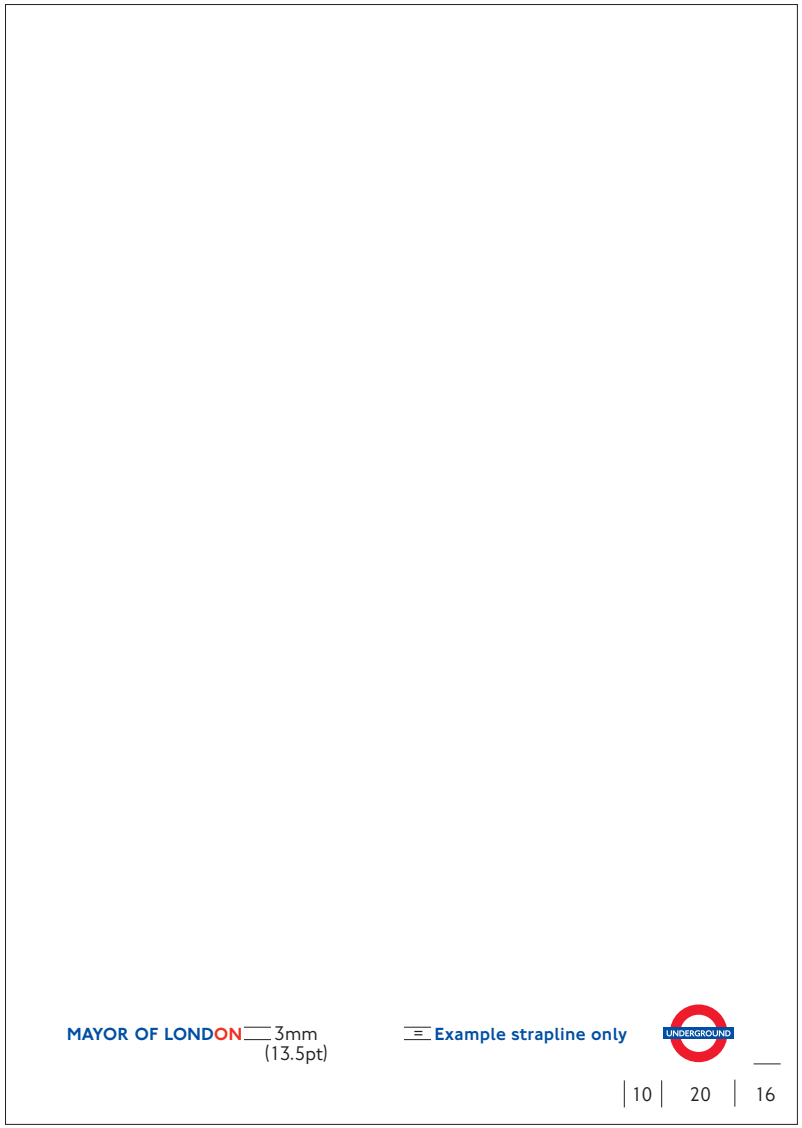

Layout examples continued

A5 leaflet

148mm x 210mm
Roundel size guide: 15mm wide

Capital letter height of strapline and Mayor's endorsement are equal to the depth of the roundel bar.

Horizontal space between roundel and strapline: 7.5mm

Note

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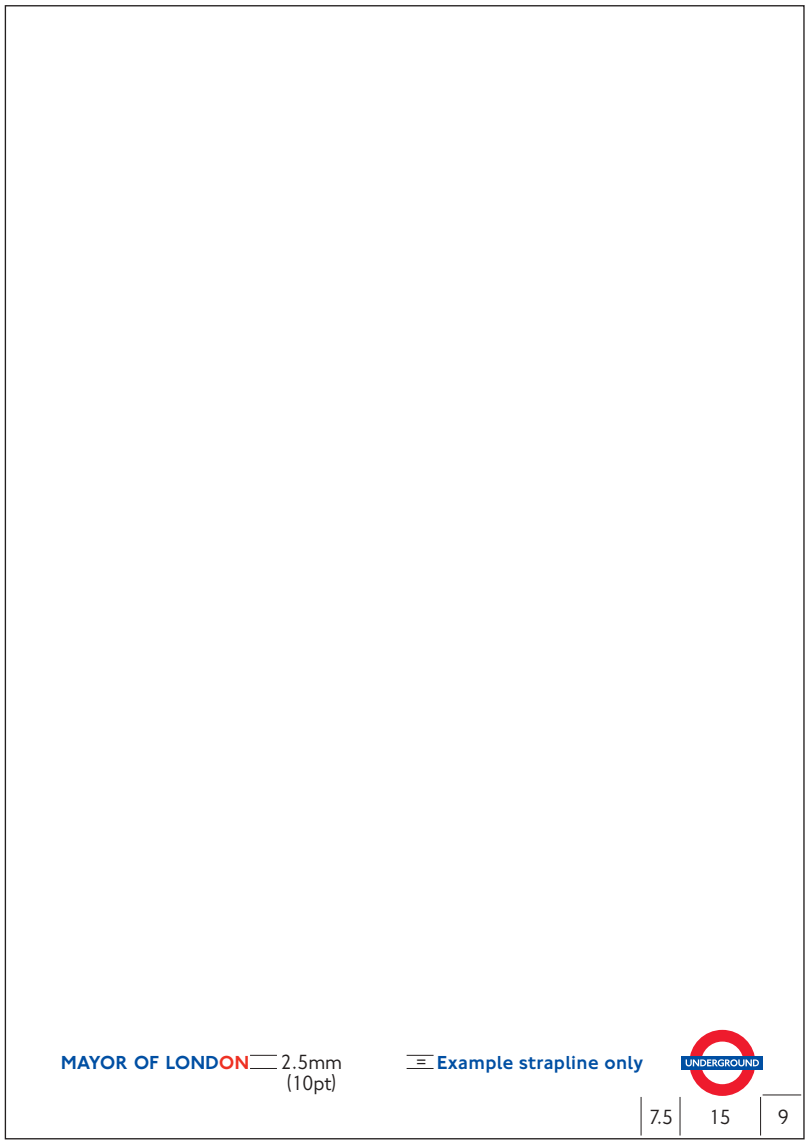

Layout examples continued

A6 leaflet

105mm x 148mm
Roundel size guide: 10mm wide

Capital letter height of Mayor's endorsement is equal to the depth of the roundel bar.

Note

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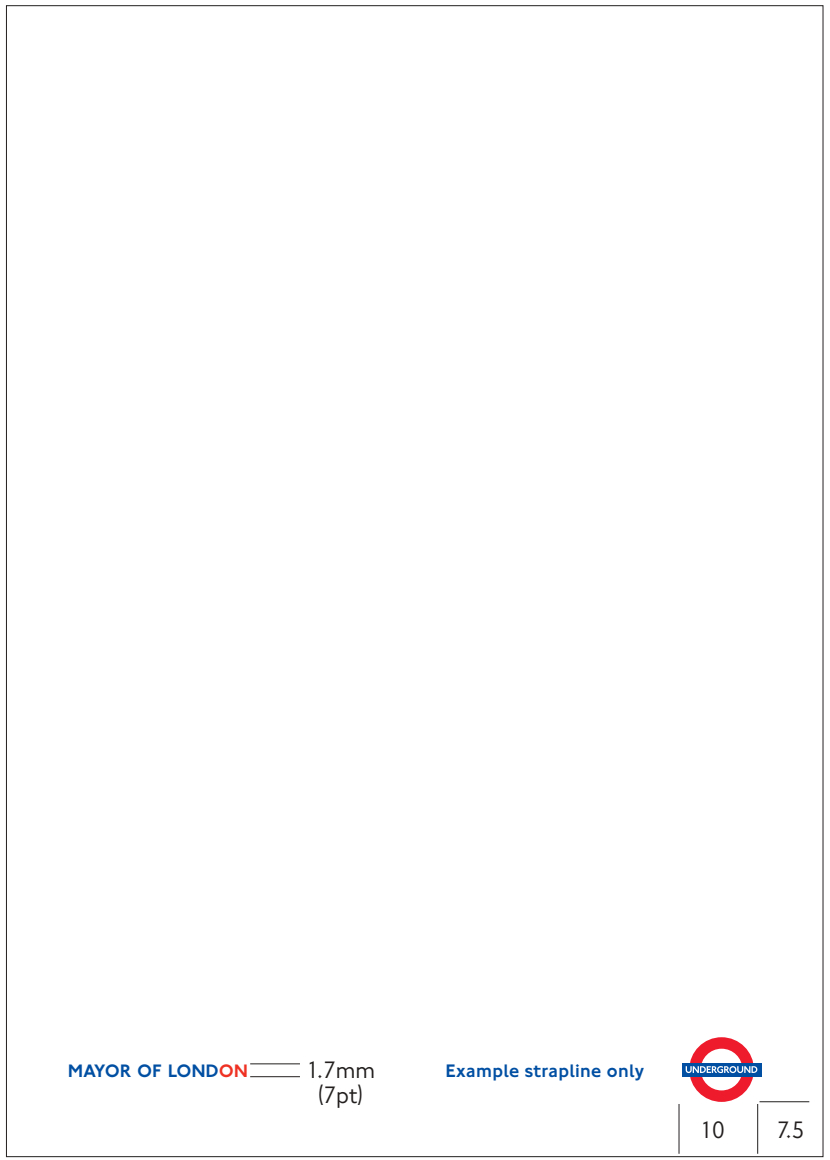

Layout examples continued

1/3 A4 leaflet

99mm x 210mm
Roundel size guide: 15mm wide

Capital letter height of Mayor's endorsement is equal to the depth of the roundel bar.

Note

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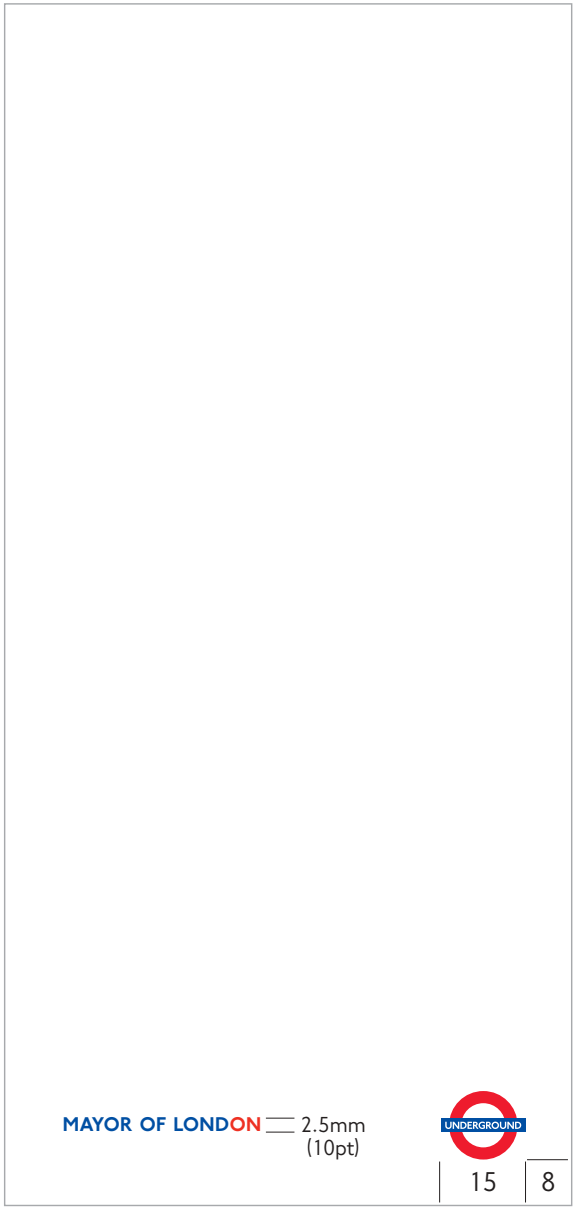

Layout examples continued

Small guide

75mm x 150mm
Roundel size guide: 9mm wide

Capital letter height of Mayor's endorsement is equal to the depth of the roundel bar.

Note

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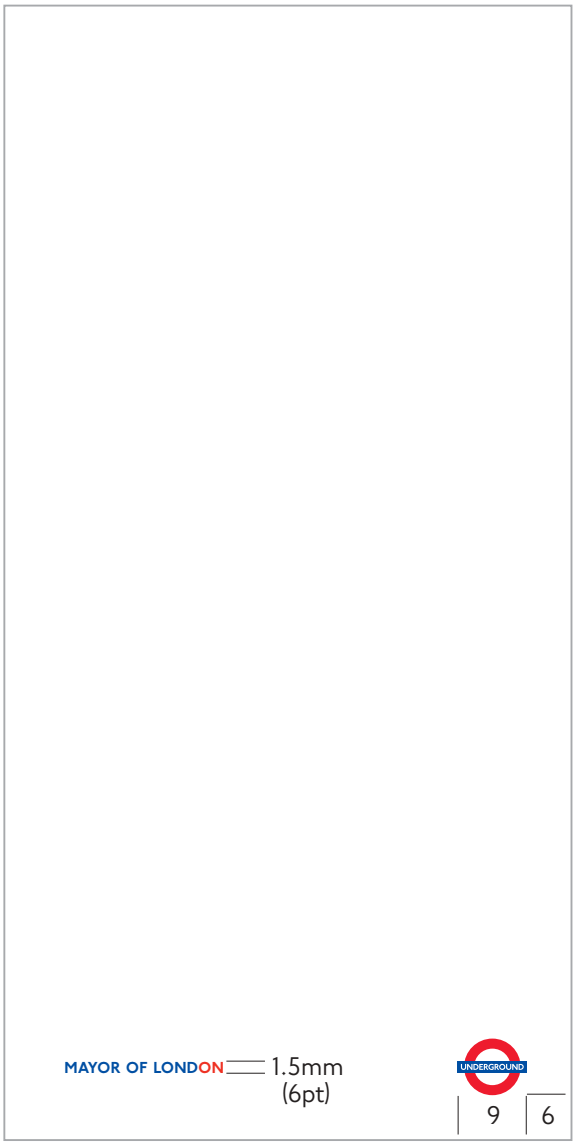

For further information:

These standards intend to outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards, please contact TfL Corporate Design.

Telephone: 020 7941 4481 (auto 688 4481)

Suggestions for improving this document should be directed through the change control process. Contact TfL Corporate Design.

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